

more

THE NEWSLETTER FOR SOUTH CAROLINA LIBRARIES

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WINTER 2006

SMALL LSTA GRANT MAKES BIG IMPACT!

What can \$6,396 in federal funds do for the improvement of library services for children? In the Greenville County Library System (GCLS), when matched with some local and state dollars, it can create a Play and Literacy (PAL) Center for the development of reading and literacy skills of children from low-income families and from South Carolina's growing Hispanic population.

When the staff of the GCLS concluded that, in Greenville county, Hispanic and low-income families with children ages 0-4 years are not typically library users, they developed a plan to attract this segment of the community. Consequently, the PAL Center was conceived as a way to encourage these families to visit the library and become familiar with its staff, resources and services.

Since the grand opening of the PAL Center in the Hughes Main Library,

the GCLS has tracked more than 12,000 visitors. Children and their families are enjoying this beautiful new facility at the main library that is decorated with a Spanish/English alphabet carpet and a colorful mural painted by a local artist. Resources available include wood floor puzzles, bilingual board books, story/language boards, puzzles, sensory blocks, stacking cups, circus rings, snap together animals, interlocking bricks, clown builders, bunny builders, storytelling puppets, jumbo foam letters, story phones and much, much more.

A mix of English and Spanish speaking families attend the library's Friday evening bilingual story times. Another exciting result of the PAL Center is the Hispanic families and, in particular the fathers, who bring their children to play in the room on weekends. Additionally, a Cinco de Mayo party, the library's first, attracted 70 participants—

including several children dressed in their native garb. For more information on the PAL Center, contact Beverly James, director, GCLS (864-242-5000) or visit www.greenvillelibrary.org.

NOTE: The PAL Center was made possible by an Institute of Museum and Library Services (IMLS) Library



Services and Technology Act (LSTA) grant administered by the South Carolina State Library (SCSL). Contact Guynell Williams, deputy director/LSTA coordinator, SCSL (803-734-4619 or guynell@leo.scslib.state.sc.us).

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STATE LIBRARY

With a new year here, and the ever-popular "New Year's Resolutions" on everyone's mind, I hope you will make a commitment to your own continuing education and professional development in 2006. The State Library is poised to help you keep that commitment! Here's a rundown of what you can look forward to in 2006.

In January we will offer our annual Public Library Trustee Institute. Topics include working with the General Assembly and local government, what it takes to be a good trustee and analyzing your community.

February brings two opportunities - the second DuPage teleconference available to any library in SC via ETV (Library Practice and Patron Service is the topic); and in late February the State Library will open its new SC Center for the Book. As part of the festivities (in conjunction with the South Carolina Book Festival) we will be sponsoring an author talk.

March 8 will bring librarians and trustees to Columbia for Library Legislative Day - our opportunity to educate our legislators about library issues! Also in March is "Every Child Ready to Read @ your library" training, which every library system should attend. My goal is 100 percent participation by county libraries in this project in 2006. March is the third DuPage offering: "Hot topics in Library Management."

During April the final two DuPage teleconferences will be broadcast. April 7 is "Serving Immigrant Populations", and April 28 is "Google Book: Its Impact on Scholarship and Libraries." Both of these topics are extremely timely, and should generate lots of discussion.

The State Library is partnering with USC School of Library and Information Science (SLIS) in developing a Leadership Institute May 22 -25. I hope all library directors will attend at least part of this institute, and will send assistant directors, branch managers and other managerial staff. Mary Bushing, library consultant from Montana, will be our facilitator. One of the goals of the institute is to provide networking opportunities for new directors in our midst, and for SLIS scholarship students.

We are planning our first ever "Technology Day" for August, and hope to feature Jennifer Levine - also known as "The Shifted Librarian." Jennifer was named a "Mover and Shaker" by ALA last year. A number of breakout sessions on "hot" technology topics will be scheduled.

In addition to all these offerings, we are moving into new formats for continuing education. Some of you have already taken advantage of "LE@D" or Library Education at your Desktop classes. The ease of taking a course from your computer - anywhere, anytime - was seen as a huge advantage by many



BY **PATTI J. BUTCHER**
SC State Librarian

students. We hope to expand the course offerings in 2006.

OPAL is another new format (Online Programming for All Libraries). OPAL is audio-conferencing at your desktop. It requires a PC and a headset/microphone. OPAL features audio, web pages, documents and text chat. We have purchased a South Carolina "virtual room", where we can gather for meetings and training.

We will also be implementing our Polycom video-conferencing system in 2006. There will be eight library sites around the state to gather for workshops and meetings in cyberspace. The State Library will be the host site in most cases, with seven county libraries serving as other sites.

So include a New Year's Resolution that you will participate in one or more of these opportunities to stay current in the profession, network with your colleagues, and learn something new.



south carolina
STATE LIBRARY

LOGO PROCESS A LEARNING EXPERIENCE

Imagine someone giving you a grant to do a new logo for your library. What an exciting possibility, right?

Four libraries around the state got that chance over the summer when they participated in a pilot project sponsored by the South Carolina State Library and funded with Library Services and Technology Act (LSTA) money.

ABBE Regional Library System, Beaufort County Library, Sumter Library and Lancaster County Library participated in the project to hire a professional graphic designer to design a new library logo for each library.

“The idea of creating a new logo and identity for the Sumter Library appeared to be a two or three day task at the most,” says David O’Brien. “I mean, really, how complex could it be? Pick a nice icon, a book or globe, cut and paste it with your name and you’re set to go!”

As O’Brien found out, the process wasn’t as simple as that. The designer selected by Sumter asked them to read as much as possible about current logo trends. What they discovered is that most organizations do not have icons but strong identifiers such as the Golden Arches for McDonalds.



Three graphic designers worked with the four libraries (two used the same designer) and the results are all different.



Richard Band, library director in Lancaster, says, “A personal visit by the graphic designer is important so they get a feel for what the library is all about in the community.

“Our mistake was not telling the designer what we did not want in the logo. Lancaster is known as the Red Rose City and the designer used that in one of the designs. We wanted something different for the library,” Band says.

Beaufort County Library staff person Wendy Allen has this advice for anyone embarking on a similar project.

- Go over the contract with the graphic artist and make sure you both agree on what work is included in the contract price. Items such as editing and postage can play havoc with your budget.
- Understand that even when you tell a graphic artist that your normal budget is limited for fancy printing, they tend to deliver items that may be costly to print. The graphic artist is concentrating on making the goods look pretty; you need to concentrate on making them fiscally do-able. Full bleed and two-sided letterhead look beautiful, but cost extra.
- Before getting ready for final templates from the graphic artist be sure all your “ducks are in a row.” For instance, we had not finalized what each of our branches would be called (Hilton

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New E-Book Reference Collection

DISCUS is pleased to announce the availability of the new Gale Virtual Reference Library, which includes a selection of 24 e-book reference titles covering a variety of subject areas, including health and medicine, language and literature, arts and fashion, history, social studies, science and more! A key feature of this exciting new resource is the ability to conduct a single search across all publications within the collection.

A link to the new e-books is found on the "K-12 Users" page of the DISCUS Web site at: <http://www.scdiscus.org/school.html>.

Blackbirch Kid's Visual Reference of the United States, Vol. 1, 2003

Blackbirch Kid's Visual Reference of the World, Vol. 1, 2001

Business Leader Profiles for Students, 2002, 2 Volumes
Encyclopedia of Espionage, Intelligence, and Security, 1st Edition, 3 Volumes

Encyclopedia of Population, 1st Edition, 2 Volumes
Fashion, Costume, and Culture: Clothing, Headwear, Body Decorations, and Footwear through the Ages, 1st Edition, 5 Volumes

Gale Beacham's Guide to the Endangered Species of North America, 1st Edition, 6 Volumes

Gale Encyclopedia of Alternative Medicine, 1st Edition, 4 Volumes

Gale Encyclopedia of Cancer, 1st Edition, 2 Volumes
Gale Encyclopedia of Genetic Disorders, 1st Edition, 2 Volumes

Gale Encyclopedia of Medicine, 2nd Edition, 5 Volumes
Gale Encyclopedia of Nursing and Allied Health, 5 Volumes, 2002

Gale Encyclopedia of Multicultural America, 2nd Edition, 3 Volumes

Gale Encyclopedia of Small Business

Gale Encyclopedia of U. S. Economic History

Gale World of Earth Science, 1st Edition, 2 Volumes

Macmillan Biology, 1st Edition, 4 Volumes

Renaissance: An Encyclopedia for Students, 1st Edition, 4 Volumes

St. James Contemporary Fashion, 2nd Edition

St. James Contemporary Novelists, 7th Edition

St. James Contemporary Poets, 7th Edition

St. James International Dictionary of Film & Filmmakers, 4th Edition

St. James Encyclopedia of Popular Culture, 1st Edition, 5 Volumes

*U*X*L Encyclopedia of Landforms and Other Geologic Features*, 1st Edition, 3 Volumes

Libby Law, library development consultant for the South Carolina State Library, was given the South Carolina Outstanding Librarian award by the South Carolina Library Association at their annual meeting in Columbia.

Jim Johnson, former director of the South Carolina State Library, received the Lifetime Service and Achievement Award and Honorary Lifetime Membership award from the South Carolina Library Association during their annual meeting in October.

The **Richland County Public Library (RCPL)** is emphasizing environmental responsibility as it plans for new and expanded facilities. While adopting an initial 10-year capital needs plan, the Board of Trustees also committed to green building and sustainable design for future library development.

The 10-year plan includes expansion and upgrades to existing facilities and adding a new branch location in a fast growing suburban area currently served only by the bookmobile. RCPL's last major building projects took place between 1989 and 1993,

NEWSW

when a new 242,000-square-foot Main Library opened in downtown Columbia, along with the completion of seven new or upgraded branch libraries.

SOLINET announces the appointment of Tina Mason as manager of its Preservation Services.

The **HBCU (Historically Black Colleges and Universities) Library Alliance** proudly announces the launch of its redesigned website, www.hbculibraries.org, a comprehensive site that encompasses all of the libraries in the HBCU community and connects HBCU and other librarians with the orientation, goals, and programs of the HBCU Library Alliance.

The **Laurens County Library** has been awarded two grants totaling \$12,000 from local foundations. The Easterby Charitable Foundation gave \$5,000 to purchase large print books. The Balle Foundation, established by the late Mary Balle, former library trustee, awarded \$7,000 to purchase additional audio books in CD format.

TBS ATTENDS FIRST NATIVE AMERICAN CONFERENCE

Talking Book Services (TBS) turned another page in its history with its participation in South Carolina's first statewide Native American Conference "Mending the Circle."

At the conference, Talking Book Services staff introduced this important population to the programs and services offered through the South Carolina State Library. The National Library Service for the Blind and Physically Handicapped (NLS) has a "Focus On Native Americans" initiative and regularly adds related titles to its Native American collection. These include titles on folklore, history, mythology, fiction and works by Native American authors. Titles may be found in the TBS online catalog at www.statelibrary.sc.gov (click on Talking Book Services) or in the NLS online catalog at <http://nlscatalog.loc.gov/>.

"Talking Book Services was proud to be a part of this history-making event and we will continue to raise the bar as we reach out to the community," says Pamela N. Davenport, director, TBS.



Pamela N. Davenport, director of TBS, talks with James Caulder, chief of Pee Dee Indian Tribe of South Carolina, the oldest chartered tribe in South Carolina.

Photo courtesy of Advantage Photography/Boyd

worthy

LAW RETIRES AFTER 33 YEARS



Law receives her service award from State Library Director Patti Butcher (l).

It would be interesting to say that some major event influenced Libby Law to enter the world of libraries as a career. But if you ask her what drew her to this field she gives you that Libby Law “matter of fact” look and says, “I didn’t want to go into teaching.”

And with a little more prodding she does admit that she worked in a library and wanted to make a difference. At a young age, Law knew that libraries in South Carolina would make a difference to this state and her citizens.

At the end of December, Law retired from the South Carolina State Library. For more than 30 years, Libby Law has been shaping the field of libraries throughout South Carolina. A graduate of Bamberg High School, Libby received her undergraduate degree from Columbia College. Her graduate degree came from the University of Michigan.

She began her library career as an extension librarian in Florence. In 1972 Estellene Walker, director of the South Carolina State Library, hired Law as a field services librarian. She worked with outreach in libraries to help them serve the underserved in their communities.

“At that time there was a tremendous amount of paperwork to be filled out,” she says. “And learning about the libraries and their systems kept me going the first several months.

“The first year the biggest challenge was thinking beyond one library and looking at the state and how the libraries would impact each other,” Law says.

The biggest change Law has seen is the hiring of more professional librarian staff to work in libraries across the state. And now, 33 years later, the challenge Law sees is replacing this professional staff who will be retiring in large numbers in the next five years.

She also sees challenges in maintaining the financial resources to upgrade the technology which needs to be replaced every few years and how to continue providing access to information.

Law’s accomplishments were recognized by the South Carolina Library Association when they honored her with the South Carolina Outstanding Librarian award at the SCLA annual meeting in October.

As much as Law loves libraries, she also loves statistics and is the keeper of the numbers at the SC State Library. She is on the steering committee for the Federal and State Cooperative System (FSCS) for Public Library Data and the State Library Agency Survey steering committee. As a result of her FSCS work, the State Library received the 2003 Francis Keppel Award for excellence in the completeness, promptness and high quality of local public library data collected.

When you ask her what her proudest accomplishment is, she will tell you, “Working to get reliable public library statistics and encouraging them to be used in planning and evaluations.”



Deborah Hotchkiss presents Law with a memory quilt.

Retirement won’t find Libby resting on her laurels. She will quilt more and assume the presidency of the Devine Quilters next year. She will also stay involved as secretary of the Federal/State Cooperative System for Public Library Data. And she might find more time to spend with husband, Don.

LOGO PROCESS A LEARNING EXPERIENCE (cont'd)

Head Branch, Hilton Head Island Branch, Hilton Head Island Branch Library). These issues need to be decided before you get into the project. Another issue to settle, especially if you're doing nametags or business cards, is the proper title of each staff member.

- Be aware that you can have a graphic artist design a logo with one or two colors but they can use screening which allows lighter or darker variations of your color. This is charged as one color at the printer but gives the appearance of two or more colors on the finished product.
- Also be aware that when you are working with a graphic artist long distance, proofing of materials has to be done by mail so that true colors can be seen. This tends to drastically slow down the timeline.



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REGIONAL LIBRARY SYSTEM

Adding to the above suggestions, Mary Jo Dawson, director of ABBE Regional Library System recommends forming a committee but keeping it manageable.

She also has the following recommendations:

- Put the past behind you and don't worry about insulting the ghosts of the library.
- Clarify with your Board of Trustees what role they want in the process.
- Treat the designer selection with the same level of care you would a building architect. Review sample work, interview them in person, seek references.
- Once your designer is selected, have a face-to-face meeting to discuss your goals before any design work proceeds.
- Do some homework and give the designer samples of corporate identities that your committee likes (and dislikes).
- Maintain direct and honest communication with your designer. If you don't like the direction they want to take you, let them know immediately. It saves everyone's time.

for your CALENDAR

2006 Board meeting dates

January 18
March 15
May 17

January 28

Trustee Institute

February 24

SC Center for the Book
Celebration & Ribbon
cutting

February 25-26

SC Book Festival

March 8

Library Legislative Day

March 8-9

Every Child Ready to Read
Workshop

May 22-25

Library Leadership Institute

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